

Amendments to the Claims

This listing of claims will replace all prior versions and listings of claims in this application:

Listing of Claims

1-13. (Canceled)

14. (Previously presented) A method of presenting a forced advertisement to a television viewer comprising:

detecting the forced advertisement in an incoming video stream;

displaying the forced advertisement; and

in response to the television viewer turning off and on user equipment on which the forced advertisement was being presented, presenting the forced advertisement from the beginning of the forced advertisement or recommencing the forced advertisement from the point at which the user equipment was turned off.

15. (Previously presented) The method of claim 14, further comprising preventing the television viewer from changing channels during playing of the forced advertisement.

16. (Previously presented) The method of claim 14, wherein the forced advertisement is stored in the user equipment.

17-39. (Canceled)

40. (Previously presented) A system for presenting a forced advertisement to a television viewer comprising:

a processor configured to:

determine the forced status of an incoming advertisement and

in response to the television viewer turning off and on user equipment on which the forced advertisement was being presented, present the forced advertisement from the beginning of the forced advertisement or recommence the forced advertisement from the point at which the user equipment was turned off; and

a display that displays the forced advertisement.

41. (Previously presented) The system of claim 40, wherein the processor is further configured to prevent the television viewer from changing channels during playing of the forced advertisement.

42. (Previously presented) The system of claim 40, further comprising a storage device in the user equipment for storing the forced advertisement.

43. (Previously presented) A system for presenting a forced advertisement to a television viewer comprising:

means for detecting the forced advertisement in an incoming video stream;

means for displaying the forced advertisement; and

in response to the television viewer turning off and on user equipment on which the forced advertisement was being presented, means for presenting the forced advertisement from the beginning of the forced advertisement or recommencing the forced advertisement from the point at which the user equipment was turned off.

44. (Previously presented) The system of claim 43, further comprising means for preventing the television viewer from changing channels during playing of the forced advertisement.

45. (Previously presented) The system of claim 43, wherein the forced advertisement is stored in the user equipment.

46. (Previously presented) A machine-readable medium for presenting a forced advertisement to a television

viewer, the machine-readable medium comprising machine program logic recorded thereon for:

detecting the forced advertisement in an incoming video stream;

displaying the forced advertisement; and

in response to the television viewer turning off and on user equipment on which the forced advertisement was being presented, presenting the forced advertisement from the beginning of the forced advertisement or recommencing the forced advertisement from the point at which the user equipment was turned off.

47. (Previously presented) The machine-readable medium of claim 46, further comprising machine program logic recorded thereon for preventing the television viewer from changing channels during playing of the forced advertisement.

48. (Previously presented) The machine-readable medium of claim 46, further comprising machine program logic recorded thereon for storing the forced advertisement in the user equipment.

49-68. (Canceled)